IN THE CLAIMS

1. (currently amended) A system for monitoring inventory in a point of purchase display, comprising:

a portable display stand, having at least one shelf, operably configured to support a package thereon, the portable display stand configured to be collapsible and transportable;

the display stand further having at least one of a bottom wall, a side wall, a back wall, a top wall, a front wall;

at least one package, operably configured to be positioned on the at least one shelf,

the at least one package containing a radio frequency identification tag;

at least one radio frequency antenna, affixed to at least one of the at least one shelf, the at least one of a bottom wall, a side wall, a back wall, a top wall, a front wall;

a radio frequency identification tag reader, operably connected to the radio frequency antenna, for transmitting to and receiving radio frequency signals from the radio frequency identification tag, the radio frequency identification tag reader being operably configured to generate signals representative of the presence and absence of radio frequency identification tags within the display stand,

the radio frequency identification tag reader being operably connectable to a remotely situated monitoring apparatus, for providing a remote indication of the presence and absence of the at least one package containing a radio frequency identification tag, within the display.

2. (canceled)

3. (original) The system according to claim 1, wherein the portable display stand is fabricated substantially completely from one of: paper; paperboard; corrugated paperboard; bristol board; foam cored board; plastic.

4. (original) The system according to claim 1, wherein the portable display stand is at least partially covered with emf absorbing/shielding material.

5. (original) The system according to claim 1, wherein the at least one radio frequency antenna is affixed to the portable display stand by printing the at least one radio frequency antenna on a surface of the portable display stand with metallic ink.

6. (original) The system according to claim 1, wherein the at least one radio frequency antenna is embedded within the material from which the portable display stand is fabricated.

7. (original) The system according to claim 1, wherein the portable display stand is provided with wheels to facilitate movement of the portable display stand.

8. (original) The system according to claim 1, wherein the portable display stand incorporates a pallet structure.

9. (new) A system for monitoring inventory in a point of purchase display, comprising:

a portable display stand, having at least one shelf, operably configured to support a package thereon, the portable display stand substantially fabricated from paperboard;

the display stand further having at least one of a bottom wall, a side wall, a back wall, a top wall, a front wall;

at least one package, operably configured to be positioned on the at least one shelf,

the at least one package containing a radio frequency identification tag;

at least one radio frequency antenna, affixed to at least one of the at least one shelf, the at least one of a bottom wall, a side wall, a back wall, a top wall, a front wall;

a radio frequency identification tag reader, operably connected to the radio frequency antenna, for transmitting to and receiving radio frequency signals from the radio frequency identification tag, the radio frequency identification tag reader being operably configured to

generate signals representative of the presence and absence of radio frequency identification tags within the display stand,

the radio frequency identification tag reader being operably connectable to a remotely situated monitoring apparatus, for providing a remote indication of the presence and absence of the at least one package containing a radio frequency identification tag, within the display.

10. (new) A system for monitoring inventory in a point of purchase display, the inventory including at least one package having a radio frequency identification (RFID) tag attached thereto, the system comprising:

a portable display stand, having at least one shelf, operably configured to support the at least one package thereon, the portable display stand configured to be collapsible and transportable;

the portable display stand further having at least one of a bottom wall, a side wall, a back wall, a top wall, and a front wall; and

at least one radio frequency (RF) antenna in contact with at least one of the at least one shelf, the at least one of a bottom wall, a side wall, a back wall, a top wall, and a front wall, wherein the at least one RF antenna is configured to:

receive RF energy from an RFID reader;

transmit RF energy to interrogate the RFID tag attached to the at least one package positioned on the at least one shelf; and

receive RF signal from the interrogated RFID tag, the received RF signal indicating a presence of the at least one package.

11. (new) A system according to claim 10, wherein the portable display stand is substantially fabricated from at least one of paper, paperboard, corrugated paperboard, bristol board, foam cored board, and plastic.

12. (new) A system according to claim 10, wherein the at least one RF antenna is embedded within a material from which the portable display stand is fabricated.

13. (new) A system according to claim 12, wherein the at least one RF antenna is embedded between juxtaposed layers of at least one of a foam core, paperboard, and corrugated paperboard.

14. (new) A system according to claim 10, wherein the portable display stand is substantially fabricated from corrugated paperboard having a fluted paperboard layer positioned between an interior paperboard layer and an exterior paperboard layer, wherein the at least one RF antenna is embedded within flutes of the fluted paperboard layer.

15. (new) A system according to claim 10, wherein the at least one RF antenna is printed on the material from which the portable display stand is fabricated.

16. (new) A system according to claim 10, wherein the at least one RF antenna is adhesively affixed to at least one of the at least one shelf, and the at least one of the bottom wall, the side wall, the back wall, the top wall, and the front wall.

17. (new) A system according to claim 10, wherein the at least one RF antenna is communicatively coupled to the RFID reader by at least one wire.

18. (new) A system according to claim 17, wherein the at least one wire is embedded between juxtaposed layers of at least one of a foam core, paperboard, and corrugated paperboard.

19. (new) A system according to claim 17, wherein the at least one wire is printed on the material from which the portable display stand is fabricated.

20. (new) A system according to claim 10, wherein the portable display stand is shipped to a destination in a folded flat configuration and erected at the destination.